

TOMI Media Exchange: the new feature

TOMI has a new innovative feature: TOMI Media Exchange! This new function allows TOMI network administrators to share their promotional spot content with other cities that have a TOMI. The media content can be shared, for free, with more than 100 cities, in Portugal, that already have a TOMI, and in other countries.



USER ACTIONS*

212

Thousand



PHOTOS & GIFs SENT

4.2

Thousand

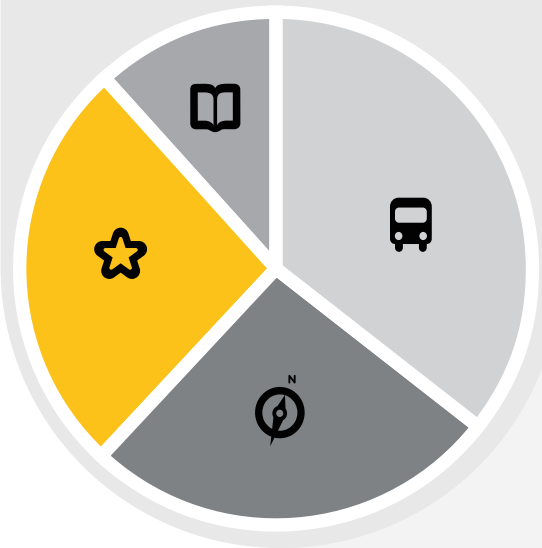


CONTENT DISPLAY*

11

Million

MODULES



- 11% NEWS
- 26% EVENTS
- 27% SEARCH
- 36% TRANSPORTS



- EN 6%
- PT 87%
- ES 8%

In July, the module with a higher usage was the Transport Module. TOMI users searched for "1000 Paladares", Parque da Cidade and Forte de São Francisco Xavier / Castelo do Queijo.

TOP CONTENT CATEGORIES



USER ACTIONS*

Top Content Categories by Module

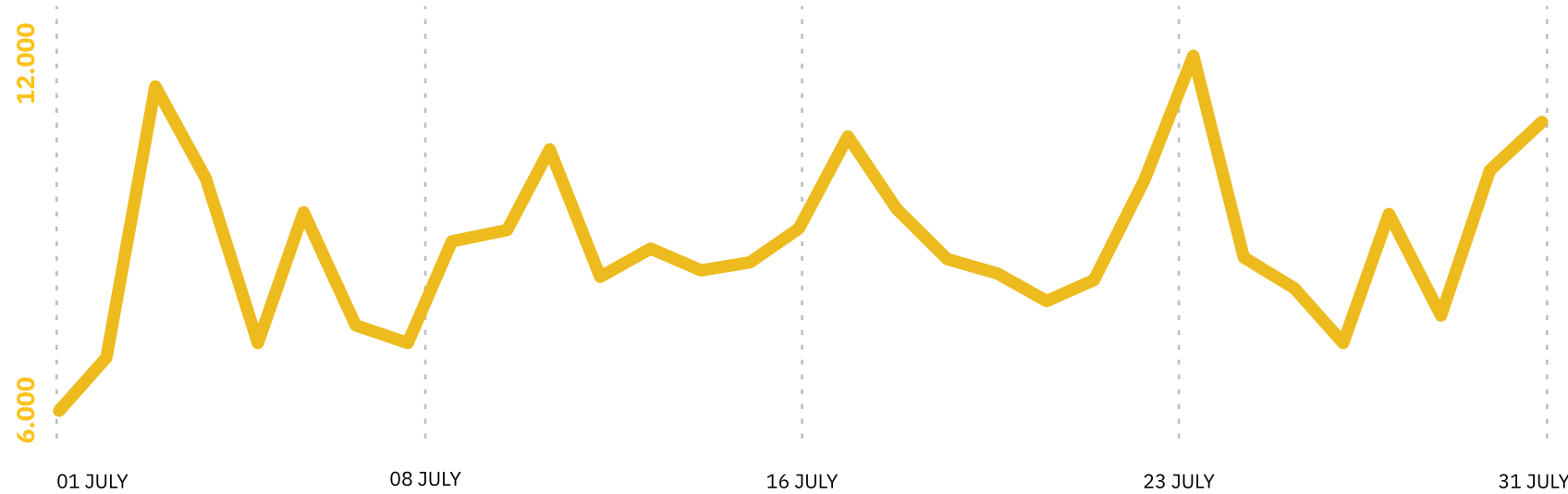
NEWS	EVENTS	SEARCH	TRANSPORTS
Society	Art & Culture	What To Do	1000 Paladares
Culture	Music	Where to Eat	Parque da Cidade
City	Outdoors	Where to Stay	Forte de São Francisco Xavier / Castelo do Queijo

DURING THE MONTH



USER ACTIONS

Monthly User Actions Evolution

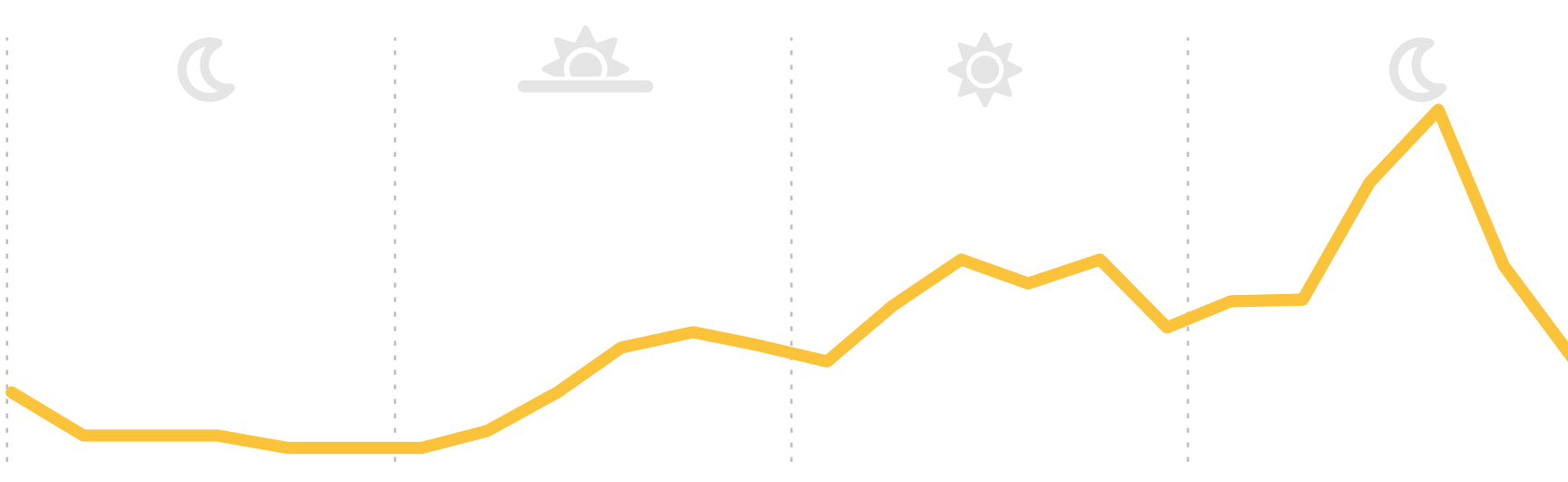


DAILY TREND



USER ACTIONS

Monthly User Actions Evolution



In July, there were several spikes in user actions throughout the day. One peak was registered between 9 am and 10 am, another at 4pm and the last one at 9pm.

THE PODIUM



USER ACTIONS

TOMI With Most User Actions



PHOTOS & GIFs SENT

TOMI With Most Selfie and GIFs Sent

ACTION CHAMPION

- Matosinhos Loja TOMI - 34 331
- Matosinhos Leça TOMI - 29 129
- Vila Nova de Gaia TOMI - 24 213
- Valença TOMI - 15 351
- Mondim de Bastos TOMI - 14 715

SELFIE WINNER

- Matosinhos Leça TOMI - 728
- Matosinhos Loja TOMI - 696
- Vila Nova de Gaia TOMI - 559
- Valença TOMI - 448
- Mondim de Bastos TOMI - 311

July Overall Analysis:

In July, a large number of Covid-19 cases continued to be registered, detected in Portugal, due to the new variants. Some regions continued in a less advanced opening phase to prevent an increase in cases.

User Actions*: Values indicate the number of touches made on TOMI. Content Display*: Values show the number of each content exhibited on lists, selections and search. Pedestrians*: This data is completely anonymous and privacy is respected.

SUBSCRIBE NEWSLETTER

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<p>MAIN AWARDS AND HONORS</p> <p>Citizen's engagement, E-Gov & urban innovation</p>	<p>Award UI & UX</p> <p>Best interface</p>	<p>Accessibility & inclusion</p> <p>Design for society & disability inclusion</p>	<p>DOOH media</p> <p>Best innovation</p>	<p>Tourism</p> <p>Best service</p>
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